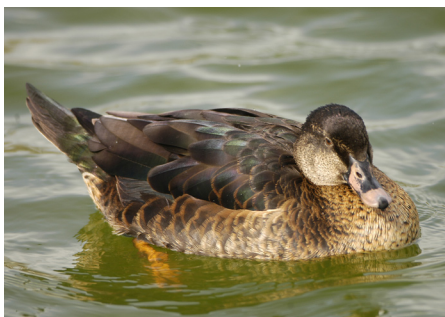


PLANNING THE FUTURE FOR KENTUCKY'S FISH AND WILDLIFE

FY 2008 YEAR-END ACCOMPLISHMENTS



KENTUCKY DEPARTMENT OF
FISH & WILDLIFE RESOURCES



STRATEGIC PLAN
FISCAL YEAR 2008-2012





PLANNING THE FUTURE FOR KENTUCKY'S FISH AND WILDLIFE

MISSION STATEMENT

TO CONSERVE AND ENHANCE FISH AND WILDLIFE
RESOURCES AND PROVIDE OPPORTUNITY FOR HUNTING,
FISHING, TRAPPING, BOATING AND OTHER WILDLIFE-
RELATED ACTIVITIES.

CORE VALUES

The Department values:

- The heritage of hunting, fishing, trapping, boating and other wildlife-related pursuits;
- Conservation and recreation partnerships;
- Public participation;
- Professional service, integrity and accountability;
- Scientifically and socially responsible resource stewardship; and
- Sportsmen and sportswomen-nominated commission leadership.

VISION STATEMENT

The Department's ideal future will include:

- Healthy and diverse fish and wildlife habitats and populations;
- Ample opportunities to safely pursue hunting, fishing, trapping, boating and other wildlife-related activities;
- Dedicated, long-term and ample funding sources;
- Expanded partnerships in conservation and recreation; and
- An expanded user base that reflects Kentucky's population without compromising our heritage.



PLANNING THE FUTURE FOR KENTUCKY'S FISH AND WILDLIFE

MISSION STATEMENT

TO CONSERVE AND ENHANCE FISH AND WILDLIFE
RESOURCES AND PROVIDE OPPORTUNITY FOR HUNTING,
FISHING, TRAPPING, BOATING AND OTHER WILDLIFE-
RELATED ACTIVITIES.

STRATEGIC PLANNING GOALS

GOAL 1: TO CONSERVE AND ENHANCE FISH AND WILDLIFE POPULATIONS AND THEIR
HABITATS.

GOAL 2: TO INCREASE OPPORTUNITY FOR, AND SAFE PARTICIPATION IN HUNTING,
FISHING, TRAPPING, BOATING AND OTHER WILDLIFE-RELATED ACTIVITIES.

GOAL 3: TO FOSTER A MORE INFORMED AND INVOLVED PUBLIC.

GOAL 4: TO EXPAND AND DIVERSIFY OUR USER BASE.

GOAL 5: TO CREATE A MORE DIVERSE, EFFECTIVE AND EFFICIENT ORGANIZATION.

GOAL 1: TO CONSERVE AND ENHANCE FISH AND WILDLIFE POPULATIONS AND THEIR HABITATS.



STRATEGIC OBJECTIVE 1:

To improve fish and wildlife habitat on private and public waters.

To do this we have...

- The Department has sent letter to General Berwick, of the U.S. Army Corps of Engineers, urging them to re-examine and update the winter-pool levels and minimum downstream flows for all corps-managed reservoirs in Kentucky. The state legislature appropriated \$350K for a water level review within the Green River Basin (Barren, Green, Nolin, and Rough River lakes). We are actively discussing this funding and possible match needs with the Corps.
- During Fiscal Year 2008, KDFWR has received funding from the National Fish Habitat Initiative for Buck Creek in Pulaski County and for a Green River Project on the Green River Wildlife Management Area.
- The department has formed an ad hoc committee within the Fisheries Division who is working with National Reservoir Initiative to develop a Habitat Improvement Plan and seek additional funding. All Fisheries Districts are working on reservoir habitat plans, which are to be submitted for approval in the fall of 2008.
- The Engineering Division is surveying Kincaid Lake as a possible site for rehabilitation. This survey is expected to be completed by the fall of 2008.
- KDFWR has hired two new staff members to work solely on Fees-In-Lieu-of Mitigation and other stream restoration projects. Linear feet of stream restoration (Fees-in-Lieu-of Mitigation) have been expanded and many new projects are pending. This is the direct result of hiring additional staff, program recognition, and better cooperation with Finance (no time delays for capital projects). A new informational pamphlet was prepared and mailed to 1,700 landowners in Department's focus area. To date 264,178 feet of streams are involved in mitigation efforts, which equates to an increase of 207 percent. KDFWR also increased the number of projects by 69 percent in Fiscal Year 2008.

STRATEGIC OBJECTIVE 2:

To improve fish and wildlife habitat on private and public lands.

To do this we have...

- and current habitat improvement and management practice implementation continues.
- Approximately 2,000 acres of forest habitat improvements have been completed on our wildlife management areas through practices including forest stand improvement, crop tree release, tree planting, prescribed burning, invasive species removal and control, installation of woodland waterholes. Additionally, approximately 10,000 acres of Forest Stand Improvement technical guidance has been completed with private landowners across the 5 regions. Of these totals, 1,077 acres were completed through WHIP and EQIP this year as well.
- This year alone, the department's private lands staff across the five wildlife division regions have provided technical guidance visits and wildlife management plans for landowners whose combined ownership exceeds 80,000 acres of land. Through the HIP and CREP programs, 3,082 acres of habitat were directly enhanced.
- This year alone, Kentucky landowners have enrolled 206,400 new acres in the Conservation Programs available to them through the Farm Bill.
- A standard plan format has been developed and area plans are being created or adjusted to the current format

- Over the past fiscal year, already approximately 80,000 acres of private lands have been enrolled in Wildlife Management Agreements. This includes 800 acres at the Liddle WMA (Lee County); 2,293 acres at the Paul Van Booven WMA; 11,000 additional acres at Begley WMA; 16,000 acres at the Graham WMA (Leslie, Clay, and Bell counties); and 50,000 acres at the Molpus Woodland Group.
- This year our Wildlife Division staff have worked with private landowners to convert 911 acres in the HIP, 500 acres in CRP, 35,000 acres in the Green River CREP, and 524 acres in WHIP for a total of 36,935 acres. This greatly exceeds our 2012 goal. Our next mission is to ensure these converted acres continue to provide quality wildlife habitat into the future.

STRATEGIC OBJECTIVE 3:

*To protect, enhance and restore riparian habitats.
To do this we have...*

- During Fiscal Year 2008, we have successfully hired additional staff in the Green River CREP area and along with our partners at USDA we have greatly increased enrollment into the program. Through the first 5.5 years of the program we enrolled 11,277 acres into the Green River CREP. However, this year we have enrolled 74,123 acres into the program for an overall enrollment of 85,408 acres. This has resulted in a 657% increase by the end of FY 2008.
- Currently there are 16,022 acres enrolled in the WRP in Kentucky and this year 1,140 acres have been created, restored or enhanced through the program, which includes 283 acres enrolled on four wildlife management areas across the state. This is an increase of 7.1% for the year.
- KDFWR's Wildlife Division has promoted the CREP concept and possible partnerships to technical staff in Missouri, Arkansas, Mississippi and Tennessee.

STRATEGIC OBJECTIVE 4:

*To sustain and enhance the health of fish and wildlife populations.
To do this we have...*

- The Aquatic Nuisance Species Plan has been completed and is pending the Governor's signature prior to final submission to the National Aquatic Nuisance Species Task Force.
- The terrestrial nuisance plan has been completed in draft form and is being reviewed and awaiting committee approval.
- The Department has developed a Contingency Plan for Chronic Wasting Disease (CWD) and has posted information concerning the plan on our web site (fw.ky.gov). As part of the CWD Contingency Plan, KDFWR has finalized a map of all Captive Cervid locations and identified sampling buffers around these locations to insure that we are prepared in the event of a CWD outbreak. Steps have been taken to obtain equipment necessary to address Avian Influenza, and KDFWR staff has created emergency preparedness kits. Preliminary discussions with USDA-APHIS personnel regarding potential sampling for the presence of fish Viral Hemorrhagic Septicemia (VHS) in Kentucky and to improve raccoon rabies surveillance efforts.
- As part of an overall plan, KDFWR has released propagated Pink Mucket mussels into the Green River; protected imperiled mussels and numerous action plan species in the Licking River; and released abandoned fledgling barn owls (5) onto the Fleming Wildlife Management Area. Department efforts are ongoing for propagation of critically imperiled species at the Center for Mollusk conservation. Diversity staff has assisted the USFWS with the completion of the Indiana Bat survey guidance and has also helped identify key habitat parameters to use in the management of this species. The Landowner Incentives Program assisted with planning and implementing projects to benefit imperiled species across the state. Wildlife Diversity staff have begun working on research to identify items to include in

implementation plans for avian species of concern.

- In support of this objective, the Big Game Coordinator for KDFWR has been selected to serve on the U.S. Animal Health Association committee on captive cervids in October. The department continues to work closely with the commercial fishing industry and the commercial wildlife industry to reach agreements on regulations, memoranda of understanding, and other standard protocols to endure balance between sport and commercial activities.

STRATEGIC OBJECTIVE 5:

*To responsibly manage populations of fish and wildlife species.
To do this we have...*

- Over the past fiscal year, department staff attended regional meetings to formulate strategies for restoring northern bobwhite to Kentucky, which was to be incorporated into the existing quail plan. The bobwhite quail restoration plan was finalized and has now begun to be implemented. Public land quail focus areas have received equipment and supplies and are beginning work on implementing intensive quail habitat restoration projects this summer and fall. Kentucky Afield Television produced a video for broadcast and distribution that highlights the proper management practices for quail. This new quail restoration plan, provided the similarities of habitat addressed by quail and rabbit, will be utilized to promote long-range plans for both species.
- As part of the development of a long-range plan for deer management, the Big Game Program has compiled recent research and literature on reducing deer-vehicle collisions (DVC's). This information is being used in cooperation with the Kentucky Transportation Cabinet to assess possible ways to reduce DVC's in specific target areas in Kentucky. The Big Game Program has also coordinated with each of the five regions to assess the current status of deer management on private lands. The report generated by this effort is being used as a starting point for the private

lands deer management aspect of the long-range deer plan. The Black Bear Program has also completed a cooperative research project that provides the first formal estimate of population size for bears in southeastern Kentucky; whereas a new elk hunt framework has been developed and will be implemented for the first time during the 2008-2009 season. Elk hunting units (EHUs) have been designed to better distribute hunting pressure and provide a long-term framework for elk management.

- The Fisheries Division has made progress for developing fish management plans, and is currently on schedule to complete ten (10) separate plans each year until the deadline of FY 2010.
- With the help of representatives from the commercial fishing industry, KDFWR has developed a Commercial Fisheries Plan as part of recent administrative regulations that are currently up for final review by the Interim Joint Legislative Committee for Agriculture and Natural Resources. Upon final passage, these regulations will take effect in the current year.
- KDFWR staff is continuing to collect species records as a matter of routine which expands our knowledge of species' distributions and status. Wildlife Diversity staff have developed a revision strategy for the State Wildlife Action Plan to ensure current knowledge and research results are captured and incorporated into the update. A new SWG coordinator was hired this year and work continues with staff updating distribution records. Staff also completed the 1st annual KDFWR research summary, which provides descriptions of various research projects throughout the department.
- The Fisheries Division will enjoy a 2.5 percent increase in hatchery production based on the renovations at Minor Clark Fish Hatchery during Fiscal Year 2008.

GOAL I PROGRESS

HIGHLIGHT PERFORMANCE INDICATORS	BASELINE: FISCAL YEAR 2007	OUTCOME: FISCAL YEAR 2008	% CHANGE
STRATEGIC OBJECTIVE 1.1: To improve fish and wildlife habitat on private and public waters.			
Linear Feet of streams mitigated	129,886	264,178	+50.8%
Miles of stream in mitigation efforts	25	37	+33.5%
# of stream mitigation projects	29	44	+34.1%
STRATEGIC OBJECTIVE 1.2: To improve fish and wildlife habitat on private and public lands.			
Acres enrolled in WMA agreements	99,216	179,309	+44.7%
NOTE: New acres enrolled in Farm Bill programs equaled 206,400. New acres of fescue converted equaled 36,935. New acres enrolled in forest management equaled 13,077.			
STRATEGIC OBJECTIVE 1.3: To protect, enhance and restore riparian habitats.			
Acreage enrolled in Green River CREP	15,000	85,408	+82.4%
Acreage enrolled in Wetland Reserve Program	14,882	16,022	+7.1%
STRATEGIC OBJECTIVE 1.4: To sustain and enhance the health of fish and wildlife populations.			
Endangered Species	32	31	-3.1%
Threatened Species	3	2	-33.3% (Bald Eagle was delisted in 2007.)
Candidate Species	11	10	-9.1% (Surprising Cave Beetle was removed due to significant protection at Mammoth Cave.)
STRATEGIC OBJECTIVE 1.5: To responsibly manage populations of fish and wildlife species.			
Elk Harvest	251	365	+31.2%
Wildlife Damage (Deer) Complaints	366	295	-19.4%
Wildlife Damage (Coyote) Complaints	27	8	-70.4%
Wildlife Damage (River Otter) Complaints	14	8	-42.9%
Wildlife Damage (Beaver) Complaints	54	31	-42.6%
NOTE: More telling of the department's success toward reducing wildlife property damage is the fact that the number of complaints actually decreased for twelve (12) out of seventeen (17) species categories. Four categories increased; while one stayed the same.			

GOAL 2: TO INCREASE OPPORTUNITY FOR, AND SAFE PARTICIPATION IN HUNTING, FISHING, TRAPPING, BOATING AND OTHER WILDLIFE-RELATED ACTIVITIES.



STRATEGIC OBJECTIVE 1:

*To increase public land and water access.
To do this we have...*

- In support of this objective, the Department's Engineering and Fisheries Divisions had planned for the construction or renovation of four (4) boat ramps per year. Since July 1, 2007 however, KDFWR has completed six (6) boat ramps to include:
 - Alligator 1 - Russell County
 - Jewell City - McLean County
 - Sauerhaber - Henderson County
 - Carpenter Lake Re-build - Daviess County
 - Holland Road Ramp - Allen County
 - Fint Ramp - Anderson County
- The department's Licking River Acquisition Project has completed grant applications for funding to acquire nearly 1,466 acres for public access. KDFWR has also submitted an application with the state's Forestry Division for a 3,000-acre Forest Legacy Program

acquisition in Marion County.

- Through efforts by the department's Big Game (Deer) Program and Bluegrass Region staff, the city of Fort Thomas provided an allowance for landowners during Fiscal Year 2008 to take deer in city limits to help control the population.
- KDFWR has been successful in Fiscal Year 2008 in acquiring more than 2,000 acres of land.
- In our first year of the five year strategic plan, no bank access projects were completed; however, planning is underway for bank access projects in Jewell City, McLean County; Martin Co Lake, Martin County; General Butler State Park, Carroll County; Palmer Rd., Taylorsville Lake WMA, Anderson County; and Shanty Hollow Lake, Warren County.
- The department's Fish and Wildlife Information Systems completed a new map of all wildlife viewing sites throughout the Commonwealth. KD-

FWR staff also presented this past year at the Symposium with the Kentucky Tourism Council (June 10-12) in Elizabethtown on developing wildlife viewing and tourism in Kentucky.

STRATEGIC OBJECTIVE 2:

*To increase safety of all wildlife-related and boating activities.
To do this we have...*

- KDFWR and other law enforcement agencies partnered up during the summer months of 2007 and 2008 to initiate a boating safety campaign. In efforts to enhance enforcement of boating under the influence and in turn reduce boating fatalities, KDFWR has also continued to advocate for stricter boating laws through the legislative process. KDFWR reported 10 boating fatalities on Kentucky's waterways in this past Fiscal Year (FY 2008), as compared to 12 boating fatalities in Fiscal Year 2007.
- Our ability to accurately track boat-

ing injuries has been hampered by the previously used boating accident form; however, the revised boating accident reporting form will enable us to more accurately track this information for future reporting. However, KDFWR is able to report a reduction in the number of boating accidents: During this past Fiscal Year (FY 2008), there were 58 boating accidents reported on Kentucky's waterways. This is compared to 72 boating accidents during Fiscal Year 2007.

- The department spent the first year of our five-year strategic plan incorporating increased emphasis on tree stand safety in updated hunter education courses. KDFWR's Hunter Education program is also using this objective and instructor input to revise and implement in 2009 a new hunter education test that focuses on preventing the most common hunting accidents in Kentucky.

STRATEGIC OBJECTIVE 3:

To increase the quality of all fish and wildlife-related activities.

To do this we have...

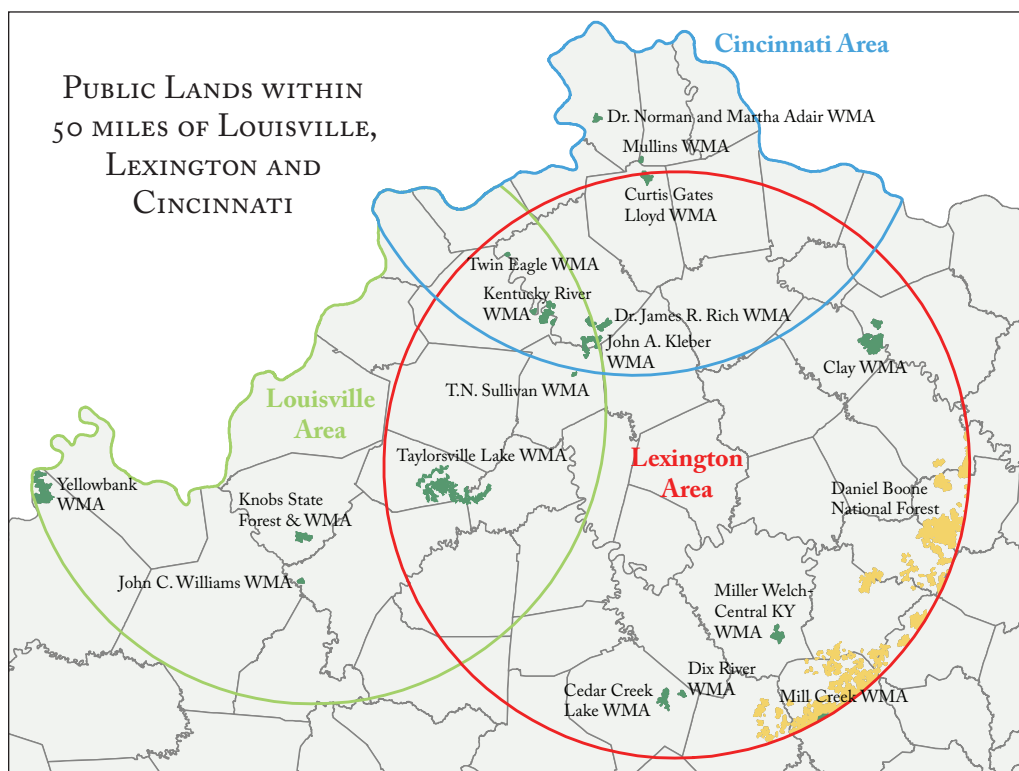
- Last year's University of Kentucky Survey indicated 28.1% of the respondents were very satisfied, while 61.7% were somewhat satisfied – equaling a total of 89.8% either very or somewhat satisfied. The Research Center 2007 Kentucky Survey indicated that 30.6% of respondents were very satisfied, while 57.7% were somewhat satisfied for an overall satisfaction rate of 88.3%. These results reflect a slight increase in respondents who are “very satisfied” with the Department of Fish and Wildlife Resources and the services we provide.
- The department has completed during the first year of our strategic plan updating maps of all of the handicap accessible fishing piers and hunting areas in Kentucky. This information will be distributed on the agency's website at fw.ky.gov. The department also partnered during Fiscal

Year 2008 with Eagle Scouts through the Owensboro Chapter to construct a handicap accessible waterfowl blind site at Sloughs Wildlife Management Area. Finally, KDFWR moved the date of the

“Wheelin’ Sportsmen” disabled-person deer quota hunt at Camp Webb to the first weekend in October to allow more participation than was possible when the hunt coincided with the youth weekend.

GOAL 2 PROGRESS

HIGHLIGHT PERFORMANCE INDICATORS	BASELINE: FISCAL YEAR 2007	OUTCOME: FISCAL YEAR 2008	% CHANGE
STRATEGIC OBJECTIVE 2.1: To increase public land and water access.			
Acres of KDFWR-owned land	122,130	124,433	+1.9%
Acres of private land with WMA access agreements	99,216	179,309	+44.7%
# of boat ramps	138	144	+4.2%
STRATEGIC OBJECTIVE 2.2: To increase safety of all wildlife-related and boating activities.			
# of boating fatalities	12	10	-16.7%
# of boating accidents	72	58	-19.4%
STRATEGIC OBJECTIVE 2.3: To increase the quality of all fish and wildlife-related activities.			
% of Kentuckians very satisfied with the job KDFWR is doing in managing Kentucky's fish and wildlife	28.1%	30.6%	+2.5%



GOAL 3: TO FOSTER A MORE INFORMED AND INVOLVED PUBLIC.



STRATEGIC OBJECTIVE 1:

To improve public understanding of KDFWR policies, publications and regulations.

To do this we have...

- The department has finalized a two-year chart to identify the cycle/frequency with which administrative regulations will undergo a review and necessary revision. This chart includes special consideration of those regulations that have annual mandates. This chart provides a schedule for KDFWR to follow, which not only reduces the number of changes (and possible confusion) among our customers, but also requires that we revisit other regulations every two years regardless of how current. The department also continues to look for ways to provide summary information (that may be often-changing) in guides, publications, news releases, brochures and by accessing our website.
- KDFWR has worked over the past Fiscal Year to educate our customers on specific fish, wildlife and boating regulations, to include website references, fact sheets and more reader-friendly hunting, fishing and boating guides. The

department's law enforcement division has also standardized specific reporting to establish a baseline for increased compliance.

STRATEGIC OBJECTIVE 2:

To improve public understanding of conservation and stewardship of fish and wildlife resources.

To do this we have...

- With the combined help from employees in the Wildlife, Fisheries, Law Enforcement, and Information and Education Divisions, the department has begun updating school conservation programs and exhibits at the Salato Wildlife Education Center to ensure compliance with our five year strategic plan. School programs have also been updated to maintain compliance with the Kentucky Education Reform Act (KERA) and all education programs include more interpretive and interactive activities.
- Over the past fiscal year, the Department dramatically increased the number of students exposed to conservation education. Conservation Camp participants

increased from 4,240 in 2007 to 4,540 in 2008, which equals a 7% increase. Also in FY 2008, the National Archery in the Schools Program was extended to over 800 schools in Kentucky, which totaled approximately 400,000 students getting to participate in the NASP programs; this represented an increase in participating schools of 19 percent in just one year and an approximate increase in participating students of 25 percent. As a function of our Conservation Education Program Leaders, an additional 70,000 school children received conservation education programs. With the help of additional staff, the Salato Wildlife Education Center will be able to increase the number of students exposed to conservation education each month as well.

STRATEGIC OBJECTIVE 3:

To increase public awareness of fish and wildlife programs and opportunities.

To do this we have...

- The Department has made a number of accomplishments in this area, to include working with the National Archery in

the Schools Program (NASP) Foundation staff to participants to KDFWR's mission; adding the department's mission statement and North American Model of Wildlife Conservation to hunter education courses; requiring Conservation Education School Programs to include both our Mission Statement and highlights from the Fisheries and Wildlife Division; publicizing the agency's mission in tours and exhibits at the Salato Wildlife Education Center; and including education kiosks at public lakes.

- KDFWR has taken increasing steps to promote more new women, minorities and youth participating in hunting, fishing and other wildlife related activities. As examples, the department's "Becoming an Outdoor Woman (BOW)" program, which is aimed at recruiting women into the ranks of hunters and anglers, has partnered with state parks to present BOW activities at park facilities and has developed a new brochure to distribute at events. Our *Kentucky Afield* magazine also has a standing "Outdoor Woman" column primarily designed to feature female role models as a way of encouraging more women to participate in outdoor activities. The department has sponsored an increase in Project Wild Workshops available in Spanish and has begun conducting advanced hunter education events specifically for youth.
- KDFWR has updated several wildlife management area (WMA) maps throughout fiscal year and developed new materials for WMA kiosks and offices to meet this objective. The department has also produced a Public Lands guide, to include information about what you can and cannot do on the department's WMAs. Radio spots have run on local stations providing the public with information for local events, programs, regulatory information and fishing persons – some radio announcements reached 90,000 persons per spot. *Kentucky Afield* magazine has a standing "Destinations" column designed to highlight wildlife management areas and educate the public about the opportunities available at each location. Each column includes a topographical map to encourage use of the property. Finally, the department hunting guides also

include more specific information about the department's WMAs.

- The Department has utilized HIP brochures, "Want more Wildlife" tailgate wraps, web page updates, technical guidance fact sheets, the bobwhite restoration plan and involvement at numerous public events to support this particular objective. Other specific examples include a standing "Habitat" column or feature in every *Kentucky Afield* magazine issue to educate the public about habitat programs, with references to habitat assistance programs available and a web page designed to alleviate furbearer depredation/damage problems.
- The Department has developed a list of proactive public relations responsibilities to be performed in conjunction with our Public Information Officer. These responsibilities have been considered part of the written performance appraisal process for key staff. Other activities of this campaign include the Commissioner's office monthly newsletter, Kentucky

Afield Radio, a "Media Services" contact link on the agency's web site, as well as weekly columns by department staff in several new newspapers.

- The department's Fisheries Division is in the process of developing spatial data for all KDFWR-owned properties (water and land). Lake Malone will be used as a Pilot in 2008 to determine the cost of updating boundary information.
- During Fiscal Year 2008, KDFWR made significant progress towards developing new messages and presentations at the Salato Wildlife Education Center. With the help of a multi-division working group, the department reviewed all Salato Wildlife Education Center exhibits and identified ways to better interpret those exhibits to the public. As a result of this group, two new programs have been added to regularly offered school programs, which include Aquatic Ecosystems and Wildlife Management; while new scavenger hunts at the Education Center are being developed



to encourage use of the HabiTrek Trail as a learning area.

- KDFWR website is featured on Kentucky Afield Television, the hunting and fishing guides, in *Kentucky Afield* magazine and *Kentucky Living* magazine; while the Information Center, through correspondence with the general public over the phone, directs constituents to our website for further information regarding their questions. The department also utilizes our website as the means to purchase all Kentucky Afield related needs (such as favorite DVDs) and to convey press releases. As a result of these activities, during this past Fiscal Year (FY 2008), the department reported 12,334,140 total hits on our website: *fw.ky.gov*. This is a significant increase from FY 2007 when only 9,903,850 total hits were reported.
- The department has been diligent in reviewing and updating the numerous materials and publications distributed to our partners, constituents, and the general public, including the HIP brochure; elk, bear and wood duck brochures; 2008 Kentucky Hunting and Trapping Guide; 2008 Boating and Fishing Guide; a Technical Guidance fact sheet; the Dove Guide, Waterfowl Guide and Spring Turkey Guide; Summer Camp brochure; Kentucky Snakes booklet; Quail habitat brochure; BOW brochure and postcard; Salato Wildlife Education Center brochure; Kentucky Public Hunting Areas Guide; Elk hunt postcard; and Recruitment brochures.
- The Information and Education Division worked through Fiscal Year 2008 to promote the *Kentucky Afield* magazine through the Kentucky Afield Television show and through other outlets, such as in *Kentucky Living* magazine, at the Salato Wildlife Education Center; in postcards to license holders, and at public outdoor shows and events. *Kentucky Afield* magazine currently has 22,978 paid subscribers.
- Kentucky Afield Television now airs on Kentucky Educational Television (KET), which reaches a statewide audience, as well as WYMT in Eastern Kentucky and CWKYT in Central Kentucky. WYMT reported this Fiscal

Year that “Kentucky Afield” experienced a sizeable jump in their latest ratings. Compared to Nielsen survey data from February 2007, “Kentucky Afield” increased from a 6 share to a 9 share, which translates to a 31% increase in viewers. Additional forums for viewing the show include: KET 2; KET Digital; WNPT 2 (Nashville Public TV – beginning in fall of 2008); Live streaming on WYMT; and streaming video on demand at *www.myoutdoortv.com*. Segments from the show may also be seen on YouTube, the *Courier Journal* website and *myhuntingandfishing.com*.

STRATEGIC OBJECTIVE 4:

*To increase public involvement in, and support for fish and wildlife management.
To do this we will...*

- The department has initiated a centralized website to facilitate a constituent-based support network, titled the Kentucky Conservation Coalition. Although the department assisted in its initial set-up and design, the Coalition website is now managed by the Kentucky Fish and Wildlife Foundation. At

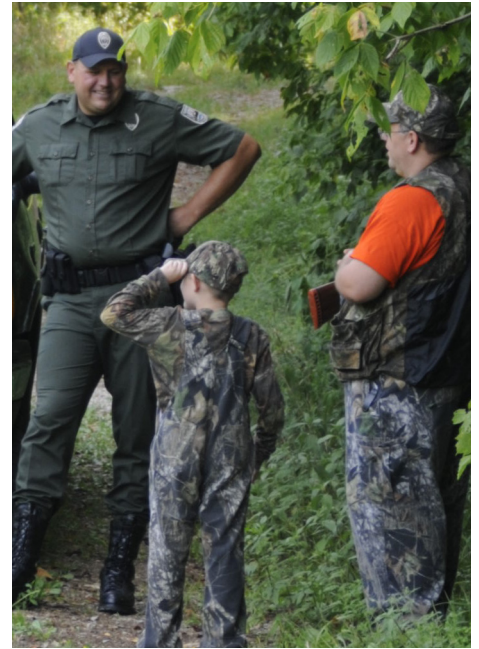
the end of Fiscal Year 2008, the KCC had 660 members signed up who were receiving updates on specific hunts and regulations, legislative issues, and the Commissioner’s newsletter.

- The Department held a number of public meetings during Fiscal Year 2008, including public workgroup meetings on commercial fishing and Lake Malone. The department also held three Commission Selection Meetings for the public in the 1st, 5th and 6th Commission Districts, where department staff interacted with members of the public and answered questions. More regional public meetings focused on specific hot topics are being planned for Fiscal Year 2009 that may include “short courses” for such technical assistance items as fish pond management, installation & management of food plots, and small game habitat management.
- At the beginning of Fiscal Year 2008, the Commissioner of KDFWR assigned specific Executive Staff members and technical advisors to a schedule of Federation Meetings. Attendance at each district’s Federation Meetings will continue to be coordinated to ensure adequate representation.

GOAL 3 PROGRESS

HIGHLIGHT PERFORMANCE INDICATORS	BASELINE: FISCAL YEAR 2007	OUTCOME: FISCAL YEAR 2008	% CHANGE
STRATEGIC OBJECTIVE 3.2: To improve public understanding of conservation and stewardship of fish and wildlife resources.			
Archery in the Schools: Participating Schools	689	850	+18.9%
Conservation Camp Participants	4,240	4,540	+6.6%
STRATEGIC OBJECTIVE 3.3: To increase public awareness of fish and wildlife programs and opportunities.			
# of Hits on KDFWR Website	9,903,850	12,334,140	+19.7%
STRATEGIC OBJECTIVE 3.4: To increase public involvement in and support for fish and wildlife management.			
KDFWR has helped register 660 new members for the Kentucky Conservation Coalition in its first year of existence.			

GOAL 4: TO EXPAND AND DIVERSIFY OUR USER BASE.



STRATEGIC OBJECTIVE 1:

To recruit and retain more participants in all fish and wildlife-related activities.

To do this we have...

- The KDFWR Pilot program for neighborhood fishing, titled “Fishing in Neighborhoods” or FINS is now in its second year. The department plans an overall assessment to help expand FINS into a permanent statewide program to increase fishing opportunities

throughout Kentucky.

- As a way to introduce wildlife-related activities to more supporters, the Wildlife Division’s Furbearer Program is in the process of developing a beginner-trapping-workshop for people who are interested in learning how to trap Kentucky’s furbearers, while the Kentucky Afield Television staff has produced a video for broadcast and distribution to introduce farmers to trapping. The department has also developed and scheduled new programs for Becoming an Outdoors Woman (BOW), includ-

ing its first Family Weekend.

- KDFWR, with the support of the Kentucky Fish and Wildlife Commission, developed a Hunter Education Exemption Permit that allows new hunters to try hunting before having to take a 10-hour Hunter Education course. This exemption is available via our website at fw.ky.gov. KDFWR and the Commission also raised the age requirement for Hunter Education certification from 10 to 12 years to allow more youth to try hunting before taking the 10-hour hunter education course. During Fiscal Year 2008 (the first year for the exemption), 3,104 Hunter Education Exemption permits have been issued; whereas Youth hunters make up 1,463 (or 53%) of these permits.

- The department continues to strive for recruiting and retaining an increased customer base. Several marketing, recruitment and retention programs have already been launched in the first year of this five year strategic plan, including efforts aimed at 26,000 lapsed anglers living near Fishing in Neighborhoods (FINS) lakes. The department mailed 92,000 postcards to lapsed anglers in the spring, offering them a free “Best of Kentucky Afield Fishing” DVD and



a complementary copy of the summer issue of *Kentucky Afield* magazine if they bought a fishing license. This initiative garnered more than 9,000 license sales almost immediately.

- The department continues to strive for recruiting and retaining an increased customer base. As examples, the department's Furbearer Program has worked to recruit new trappers by creating an educational DVD, including a trapping component into the Hunter Education course, creating a trapping section on the KDFWR website, and incorporating trapping components to Kentucky Afield television/magazine.

STRATEGIC OBJECTIVE 2:

To increase the participation of minorities, females and families in hunting, fishing, trapping, boating and other wildlife-related activities.

To do this we have...

- KDFWR continues to look for ways to recruit new hunters and anglers and wildlife watchers and have begun focusing such efforts on families rather than individual sportsmen and women. As an example, a family weekend was scheduled for the Becoming an Outdoors Woman program; while the 2008 National Hunting and Fishing Day (later this year) will include exhibits and activities directed toward family participants and involvement.
- KDFWR's "Becoming an Outdoors Woman (BOW)" program, which is aimed at recruiting women into the ranks of hunters and anglers, has partnered with state parks to present BOW activities at park facilities and has developed a new brochure to distribute at events. As a result, in Fiscal Year 2008, 312 women were participants in BOW programs, which reflects a 27% increase over the previous year when 245 women were contacted. The department has sponsored an increase in Project Wild Workshops available in Spanish and continues to promote the Urban Fishing Program, which is designed to promote fishing activities among minorities in the more metropolitan areas of Central and Northern Kentucky.



GOAL 4 PROGRESS

HIGHLIGHT PERFORMANCE INDICATORS	BASELINE: FISCAL YEAR 2007	OUTCOME: FISCAL YEAR 2008	% CHANGE
STRATEGIC OBJECTIVE 4.1: To recruit and retain more participants in all fish and wildlife-related activities.			
# of Resident Sportsman	28,801	34,317	+16.1%
# of Elk Lottery Applications	26,186	30,992	+15.5%
# of Non-Resident Hunting	54,900	55,937	+1.9%
KDFWR also sold 3,104 Hunter Education Exemption Permits for New Hunters, 53 percent of which were Youth.			
STRATEGIC OBJECTIVE 4.2: To increase the participation of minorities, females and families in hunting, fishing, trapping, boating and other wildlife-related activities.			
% of minorities that fish	22.8%	28.8%	+6.0%
% of minorities that boat	17.5%	27.3%	+9.8%
% of females that watch wildlife	31.0%	31.7%	+0.7%
STRATEGIC OBJECTIVE 4.3 To establish multi-use public access areas.			
Thanks to Senate Bill 196 in the 2008 General Assembly, the Kentucky Department of Fish and Wildlife Resources now has a formal mechanism to help entice Kentucky's residents and visitors to our outdoors, including hunting, fishing and wildlife watching, and begin establishing multi-use public access areas. Parts of SB 196 were previously carried as KDFWR agency legislation the last two years – SB 241 (2006 GA) and SB 48 (2007 GA). Demand for recreational access continues to exceed supply; these demands can now be achieved through public-private cooperative efforts like the recreational access agreements and user-fees authorized by SB 196.			

GOAL 5: TO CREATE A MORE DIVERSE, EFFECTIVE AND EFFICIENT ORGANIZATION.



STRATEGIC OBJECTIVE 1:

*To secure dedicated and ample long-term funding sources.
To do this we have...*

- The Information and Education Division staff has reviewed existing data and information to identify names and addresses of former campers and camp counselors. This information has been compiled to establish a conservation camp alumni network to focus on donations for specific camp projects. The department will also build a separate webpage in Fiscal Year 2009 dedicated to those who may want to contribute to camp projects or provide camper scholarships.
- During Fiscal Year 2008, a proposal by Outdoor Group, Inc. to sell advertising in *Kentucky Afield* magazine was accepted. *Kentucky Afield* advertisement sales commenced with the Winter 2007 issue.
- During Fiscal Year 2008, KDFWR has secured sponsorships for the Kentucky Afield TV show from both Sportsman's Warehouse and Tri County Cycles. One additional sponsor is being sought by the end of the second year.
- During this past fiscal year, 50 percent of the completed Boating Access Projects received an outside match (non-state funds); while efforts were successful in identifying outside sources to provide the 50 percent matching funds for State Wildlife Grants for this next fiscal year. The department continues to search for alternative and outside funding mechanisms to support development projects.

STRATEGIC OBJECTIVE 2:

*To increase diversity of our workforce.
To do this we have...*

- During Fiscal Year 2008, the department's recruiter participated in career

fairs at Berea College, University of Louisville, Murray State University, Western Kentucky University, Sullivan University, University of Kentucky and Kentucky State University. KDFWR was also represented at this past year's Governor's Office of Minority Empowerment Conference and the Governor's Equal Employment Opportunity Conference.

STRATEGIC OBJECTIVE 3:

*To maintain a professional workforce.
To do this we have...*

- During the 2008 General Assembly, the department worked with the Governor's office, Justice and Public Safety Cabinet and the Kentucky Conservation Officer's Association to co-sponsor and promote legislation to include our conservation officers in the KLEPF program. Unsuccessful in 2008, KDFWR plans to propose the same legislation in 2009.

GOAL 5 PROGRESS

- KDFWR supervisors, as part of the August Interim Review period, have enacted additional training requirements as part of their employees' annual performance plans. The department increased to 5 employees those enrolled in the Certified Public Manager Program; while Law Enforcement Lieutenants were provided standardized training in EEO and Anti-Harassment policies by the department's personnel staff. Many supervisory personnel attended refresher training on employee performance evaluations; whereas all supervisors were required to complete ethics training before the end of Fiscal Year 2008. Additional training opportunities are planned for Fiscal Year 2009.
- A Commander's Retreat was held for Law Enforcement Supervisors during this past fiscal year, whereas more than ten supervisors in the Law Enforcement division have attended either the Southern Police Institute Administrative Officers Course at the University of Louisville or the Executive Managers course at the Department of Criminal Justice Training. Leadership courses provided by the Governmental Services Center have also been prescribed for new supervisors throughout the department.
- Over the past fiscal year, the department began work with the state's Personnel Cabinet to design a training needs assessment survey instrument. Although informal polls have been conducted to review and identify needs for additional technical and professional training, a formal assessment tool has not yet been developed. Achievement of this objective is expected in early Fiscal Year 2009.
- During Fiscal Year 2008, KDFWR was successful in having the following positions increased in grade and salary: FW Technicians 1, 2, 3 & Supervisor; FW Game Management Foreman; FW Land Surveyor & Manager; Assoc. Video Producer 1 & 2; and Info. Specialist 1 & 2. These upgrades impacted more than 130 employees. The department continues to evaluate methods for providing salary upgrades as warranted for other classifications.

HIGHLIGHT PERFORMANCE INDICATORS	BASELINE: FISCAL YEAR 2007	OUTCOME: FISCAL YEAR 2008	% CHANGE
STRATEGIC OBJECTIVE 5.1: To secure dedicated and ample long-term funding sources.			
KDFWR secured two (2) Sponsors to offset production costs of Kentucky Afield Television in Fiscal Year 2008.			
STRATEGIC OBJECTIVE 5.2: To increase diversity of our workforce.			
% of FT Minorities in Workforce	2.9%	3.1%	+0.2%
% of FT Minorities in Supervisory Positions	1.3%	1.4%	+0.1%
% of Females in Supervisory Positions	8.9%	11.1%	+2.2%

STRATEGIC OBJECTIVE 4:

*To increase efficiency in department services.
To do this we have...*

- During Fiscal Year 2008, the department worked to identify employees who are retirement eligible beginning in 2008 and develop steps to prepare for the loss of agency knowledge. This listing will be kept up to date and will allow the department to plan for each expected vacancy in such ways as using "overlap" positions, cross-training, information-exchange, and documentation of policy requirements to assist in new employees' transition. With the help of additional workforce planning training planned for July 2008, a written contingency plan will be created to help formally facilitate this process.
- The KDFWR Commissioner, as appointing authority, assesses the manpower needs of the department when making decisions on filling vacancies or establishing new positions. A formal system has been developed to help track where vacancies exist in the department, how each vacancy hinders (or allows) operating expenses, where a functional (and strategic) need may exist that is currently not staff-supported, and how filled positions will affect the budget.
- The Administrative Services Division is in discussions with IT personnel to obtain "off-the-shelf" software or develop an in-house database to achieve this objective. Also, Administrative Services implemented during Fiscal Year 2008 a weekly tracking report to log all vendor/customer calls and concerns and to provide for follow up discussions when needed.
- The Administrative Services Division adopted a formal policy during Fiscal Year 2008 to require federal reimbursement (draws) to be processed no later than quarterly. In addition to the policy and employees' written expectations, Administrative Services now requires monthly reporting on all federal expenditures and draws to ensure that KDFWR receives all cash reimbursements in a timely manner.
- The department has increased standardized policies in specific divisions and the department as a whole over the past Fiscal Year, and continues to identify other gaps in policy directives and training.
- During Fiscal Year 2008, KDFWR began conducting an internal assessment of our office facilities, storage space and other structural needs. This information will be used to identify needs for additional space at #1 Sportsman's Lane and at regional locations throughout the state. In this past fiscal year, the department did manage to acquire a potential regional office building in Hazard, Kentucky.



* KENTUCKY DEPT. OF

FISH & WILDLIFE RESOURCES *

Who We Are

The Kentucky Department of Fish and Wildlife Resources is an agency of the Kentucky Tourism, Arts & Heritage Cabinet. Our nine-member commission is nominated by Kentucky sportsmen and sportswomen and appointed by the governor. This commission appoints the department's commissioner.

We employ about 500 people full-time, including Conservation Officers, wildlife and fisheries biologists, conservation educators, and information technology, public relations, customer service and administrative professionals.

Our Headquarters is located in Frankfort, but we work with landowners, hunters, anglers, boaters and wildlife enthusiasts statewide.

What We Do

We conserve and enhance fish and wildlife resources and provide opportunity for hunting, fishing, trapping, boating and other wildlife-related activities.

Every year, we:

- Enforce hunting, fishing and boating laws across Kentucky for resource protection and public safety.
- Manage about 1 million acres of public land and water for the benefit of all fish and wildlife species.
- Stock more than 4 million fish in public waters.
- Build and maintain public boat ramps, shooting ranges and bank fishing access areas.
- Assist about 2,000 private landowners with fish and wildlife habitat improvement.
- Inform and educate more than 400,000 kids and adults through education and outreach programs.

How You Help

Kentucky Fish and Wildlife receives no money from the state's General Fund.

You provide our agency's funding every time you:

- Buy a hunting or fishing license
- Buy a firearm, ammunition, or fishing or archery equipment
- Pay your boat registration fee
- Buy fuel for your boat

